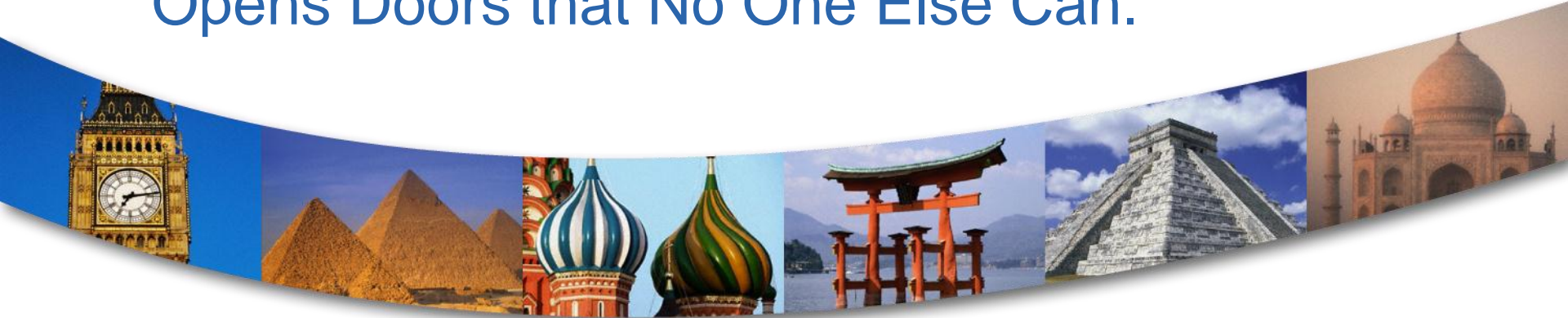


# The World is Open for Your Business.

A briefing for the SBA Workshop  
Fresno, CA  
8-May-15



# Our Global Network of Trade Professionals Opens Doors that No One Else Can.



- The U.S. Commercial Service provides U.S. companies unparalleled access to business opportunities around the world.
- As a U.S. Government agency, we have relationships with foreign government and business leaders in every key global market.
- Our trade professionals provide expertise across most major industry sectors.
- Every year, we help thousands of U.S. companies export goods and services worth billions of dollars.

# We Work with Your Clients to Connect Them with the Right Opportunities Abroad.

Our experienced trade professionals help you enter international markets in the most efficient, targeted way. We assess your client's export potential, understand their needs, and provide the right mix of U.S. Commercial Service capabilities to achieve their exporting goals.

## U.S. Commercial Service Business Approach



# Our Proven Expertise Makes Doing Business Internationally Easier.

Whether your clients are looking to make their first export sale or expand to additional international markets, we have the expertise they need to tap into lucrative opportunities and increase their bottom line.

- **Trade Counseling.** Get the information and advice you need to succeed.
- **Market Intelligence.** Target the best trade opportunities.
- **Business Matchmaking.** Connect with the right partners and prospects.
- **Commercial Diplomacy.** Ensure your products and services have the best possible prospects for success in international markets.

# Proven Expertise: Trade Counseling

**Get the information and advice you need to succeed.**

- **Planning and Strategy.**
  - Create a comprehensive international business plan for entry or expansion into targeted markets.
- **Legal and Regulatory Issues.**
  - Determine export licensing needs for shipping products.
  - Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws.
  - Avoid intellectual property issues and legal disputes.



# Proven Expertise: Trade Counseling

**Get the information and advice you need to succeed.**

- **Documentation and Product Requirements.**

- Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin.
- Verify tariff rates and import fees; determine your product's Schedule B and HS numbers.

- **Trade Problems.**

- Get assistance with customs-related issues.
- Obtain support if your company's exports or foreign bids are adversely affected by a trade barrier.
- Limit the risk of non-payment and receive assistance if problems arise.



# Let Us Help You Export.

With offices throughout the United States and in U.S. Embassies and consulates in nearly 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global network of trade professionals to connect U.S. companies with international buyers worldwide.

\* you'll here from our specialist in Shenyang China today



# Proven Expertise: Market Intelligence

**Target the best trade opportunities.**

- **Country Commercial Guides.**
  - Leverage reports, prepared annually by U.S. Embassy staff, containing information on the business and economic situation of foreign countries and the political climate as it affects U.S. business and investments. [China's CCG](#)



## Doing Business in China

### 2011 Country Commercial Guide for U.S. Companies

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 2011. ALL RIGHTS RESERVED OUTSIDE OF THE UNITED STATES.



# Proven Expertise: Market Intelligence

**Target the best trade opportunities.**

- **Background Reports.**

- Learn about potential partners from our trade professionals working in your target markets.
- Get detailed credit reports covering sales, profit figures, potential, liabilities, and other financial information.

- **Trade Data and Analysis.**

- Obtain the latest annual and quarterly trade data by country, state, commodity, and year.
- Find industry-specific trade data and analysis.
- Get country-specific tariff and trade agreement information.

- **Customized Market Research.**

- Get specific answers to your specific international business questions.



# Proven Expertise: Business Matchmaking

## Connect with the right partners and prospects.

### ■ Partner Search.

- Find pre-screened potential partners and get detailed company reports; determine the marketability of your product or service.

### ■ Personalized Business Matchmaking.

- Meet with potential buyers, sales representatives, and business partners through
- Leverage customized market briefings.

### ■ Trade Missions.

- Participate in business development missions led by senior U.S. government officials.
- Meet with distributors, government and industry officials, prospective customers, and U.S. Embassy officials.

**Save the Date!**  
**Turkey Renewable Energy and Energy Efficiency Trade Mission**  
Dec 5-9, 2011  
Ankara-Istanbul-Hizir

**Why Turkey? Why Now?**

- Turkey's investments in renewable energy resources will exceed US\$ 20 billion by 2015 (total 5 years).
- Large wind energy potential in Western Turkey near the Aegean, Marmara and Mediterranean Sea Coasts. Potential Power Development of 15,000 MW by 2015 and 20,000 MW by 2025.
- Large hydroelectric power potential development potential: 5000 MW by 2015.
- Turkey 2 potential energy development potential in Europe and 8% in the world.
- Turkey 2 in Europe in Solar Energy Potential.
- Turkey Renewable Energy Law passed on September 12, 2010 and increased guaranteed prices for different renewable energy resources.
- Renewable Energy Law passed.
- 10 years Power Purchase Guarantees.
- Energy Efficiency Law passed.
- Turkey Government is encouraging U.S. \$502a to cooperate with Turkey \$502a.
- U.S. DOE and other Government agencies are supporting a \$500 project to develop 20 Energy Efficiency Projects in Turkey through National Zone.
- Under the project, renewable energy will be produced by U.S. TGA and OTC Grants.
- U.S. Embassy and OTC financing will be available.

The Trade Mission is:  
• Fully funded and supported by business development teams of U.S. Commercial Service in Turkey.

Trade Mission Services will include:

- Trade Mission led by Senior U.S. Department of Commerce Officials
- Prearranged B2B appointments with qualified Turkish business contacts
- Presentations by key Turkish government officials
- On-site business counseling and networking assistance of CSC staff
- Technical Site Visits
- Interpreter services during the event
- Networking Events
- Logistics support before, during and after the event

**FOR MORE INFORMATION PLEASE CONTACT:**  
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*Former Member of Senate Committee*

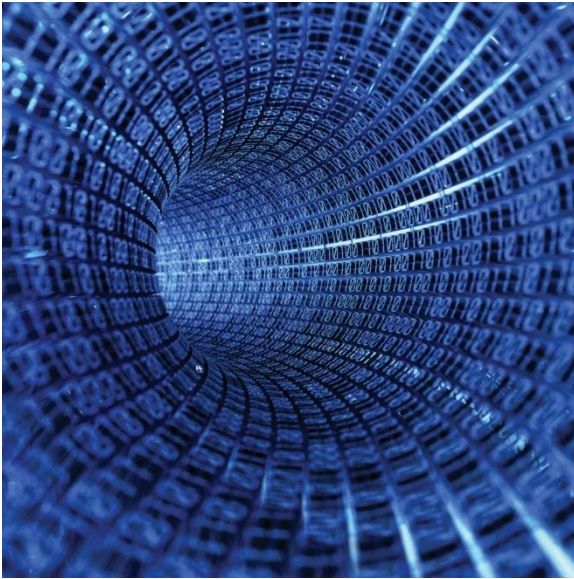
## **World Ag Expo Feb. 9-11, 2016**

U.S. Commercial Service Fresno and Guadalajara are coordinating a large buying delegation to visit the World Ag Expo

Cal Asian Pacific Chamber of Commerce,  
U.S. Department of Commerce, Center  
for International Trade Development and  
U.S. Department of Agriculture  
Trade Mission to China  
August 13 – 29, 2015  
Specializing in processed foods and food  
processing equipment

### **Other future events:**

- 1) Fresno Food Expo July. 2015
- 2) HydroVision July 2015 Portland
- 3) Irrigation Show Nov. 13-17, 2015 Long Beach



## Real Results: Dartware, LLC

New Hampshire-based software company Dartware, LLC has leveraged U.S. Commercial Service market research, personalized matchmaking, and extensive trade counseling to connect with resellers in South Africa, Turkey, the United Kingdom, Hong Kong, and Singapore.

*“We had a reseller in India tell us there is a 15 percent sales withholding tax. Right away I was on the phone with the U.S. Commercial Service asking, ‘Is this right?’ Within a week, we had the information we needed to eliminate that tax. That was a phenomenal service.”*

— John Sutton  
Director of Sales and Partner Development  
Dartware, LLC

# Proven Expertise: Business Matchmaking

## Connect with the right partners and prospects.

- Trade Shows.

- Use our International Buyer Program to meet with pre-screened buyers at major U.S. trade shows.
- Exhibit in the U.S. Pavilion at our Certified Trade Fairs.
- Let us distribute your marketing literature at global trade shows.

- In-Country Promotions.

- Leverage customized venues to reach potential partners and buyers.
- Advertise in our official catalog of U.S. suppliers sent to nearly 400,000 international companies.
- Feature your company on our local-language Web sites.



# Proven Expertise: Commercial Diplomacy

**Level the international playing field for your company.**

- Overcome trade obstacles to successfully enter international markets.
- Access U.S. government trade advocacy for your foreign government procurement bids.
  - Visits to key foreign officials by high-ranking U.S. officials
  - Direct support from U.S. officials stationed overseas
  - Letters to foreign decision-makers



Contact us today  
to connect with a world of opportunity.

**[www.export.gov/fresno](http://www.export.gov/fresno)**

**1 559 348 9859**

**1 661 637 0136**

**U.S. Commercial Service—  
Connecting you to global markets.**

